

REMARKS

The present Amendment amends claims 1, 2, 6, 9, 11, 13 and 15 and leaves claims 3-5, 7, 8, 10, 12, 14 and 16 unchanged. Therefore, the present application has pending claims 1-16.

Claims 1-16 stand rejected under 35 USC §102(e) as being anticipated by Gershman (U.S. Patent No. 6,401,085). This rejection is traversed for the following reasons. Applicants submit that the features of the present invention as now more clearly recited in claims 1-16 are not taught or suggested by Gershman whether taken individually or in combination with any of the other references of record. Therefore, Applicants respectfully request the Examiner to reconsider and withdraw this rejection.

Amendments were made to each of claims 1-16 so as to more clearly describe features of the present invention. Particularly, amendments were made to each of claims 1-16 so as to more clearly recite that the present invention is directed to a sales assistance system, a sales assistance method, a server connected to a network, a method for assisting sales using a network and a computer readable storage medium having stored thereon a computer program for assisting sales using a network. Unique according to the present invention is that with respect to the sales assistance system communication means is provided for inputting goods purchase request information including customer address relating information of a customer from a client terminal. The customer address relating information includes an address of a place to which goods to be purchased by the customer are to be delivered. A memory device is provided for storing at least goods/store information

including the goods and the stores which sell the goods. A controller portion is provided for searching the goods/store information, using the customer address relating information, to determine at least one store nearest to the address of the place to which goods to be purchased by the customer are to be delivered, displaying information of the at least one store on the client terminal, detecting a store among the at least one store selected by the customer, and transmitting the goods purchased request information to the selected store so as to effect purchase of the goods and delivery of the purchased goods to the place to which the goods to be purchased are to be delivered.

The above described features of the present invention particularly wherein the customer address relating information includes an address of a place to which goods to be purchased by the customer are to be delivered and the controller searching goods/store information, using the customer address relating information, to determine at least one store nearest to the address of the place to which goods to be purchased by the customer are not taught or suggested by the references of record. In addition, the above described features of the present invention particularly wherein the at least one store is displayed so as to permit the customer to select a store among the at least one store being displayed and to transmit the goods purchase information to the selected store so as to effect purchase of the goods and delivery of the purchased goods to the place indicated in the customer address relating information are also not taught or suggested by the references of record.

The above described features of the present invention as now more clearly recited in the claims are not taught or suggested by any of the references of record particularly Gershman whether taken individually or in combination with each other.

Gershman merely discloses the use of a mobile system which allows a user upon entering, for example, a mall to display information regarding the stores in the mall and the services provided by the stores in the mall so as to serve as a source of reference information regarding the stores in the mall. Using such reference information the customer can go directly to the shop in the mall to make purchase.

The above described teachings of Gershman do not anticipate nor render obvious the features of the present invention as now more clearly recited in the claims. Particularly, Gershman does not teach or suggest that the customer address relating information includes an address of a place to which goods to be purchased by the customer are to be delivered as recited in the claims.

Further, Gershman does not teach or suggest that goods/store information is searched, using the customer address relating information, to determine at least one store nearest to the address of the place to which goods to be purchased by the customer are to be delivered and information of the at least one store is displayed on a display screen of a client terminal as recited in the claims.

Still further, Gershman does not teach or suggest that the user is allowed to select a store among the at least one store so as to transmit the goods purchased request information to the selected store so as to effect purchase of the goods and delivery of the purchased goods to the place to which goods to be purchased are to be delivered as recited in the claims.

Thus, as is quite clear from the above, the features of the present invention as now more clearly recited in the claims are not taught or suggested by Gershman whether taken individually or in combination with any of the other references of record. Therefore, reconsideration and withdrawal of the 35 USC §102(e) rejection of claims 1-16 as being anticipated by Gershman is respectfully requested.

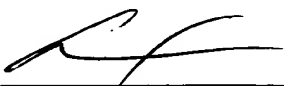
The remaining references of record have been studied. Applicants submit that they do not supply any of the deficiencies noted above with respect to the reference utilized in the rejection of claims 1-16.

In view of the foregoing amendments and remarks, applicants submit that claims 1-16 are in condition for allowance. Accordingly, early allowance of claims 1-16 is respectfully requested.

To the extent necessary, the applicants petition for an extension of time under 37 CFR 1.136. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, or credit any overpayment of fees, to the deposit account of MATTINGLY, STANGER, MALUR & BRUNDIDGE, P.C., Deposit Account No. 50-1417 (520.39059X00).

Respectfully submitted,

MATTINGLY, STANGER, MALUR & BRUNDIDGE, P.C.



Carl I. Brundidge
Registration No. 29,621

CIB/jdc
(703) 684-1120